

HOUSE RESOLUTION 51
By Huskey

A RESOLUTION to congratulate everyone associated with the
Tanger Outlet Center for their contributions to
the state of Tennessee.

WHEREAS, a group of outlet developers and their retail partners across the country
have been charged with the task of creating a nationwide program to build awareness of the
outlet shopping industry; and

WHEREAS, this mission to unite the outlet shopping center industry is the first
nationwide promotional effort to encourage both outlet shoppers and non-outlet shoppers to
revel in the outlet shopping experience; and

WHEREAS, this mission seeks to create an environment for the customer to enjoy,
understand and be overwhelmingly satisfied with outlet shopping; and

WHEREAS, this mission also seeks to generate future growth for the outlet shopping
industry; and

WHEREAS, the mission's objectives are to generate positive national, regional and local
public relations for the industry, and to unify all members of the outlet shopping industry,
whether large or small, under a national umbrella campaign; and

WHEREAS, since 1984, outlet shopping has made significant contributions to the cities
of Pigeon Forge and Sevierville and the state of Tennessee by creating several hundred new

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jobs, by logging thousands of freight miles in the trucking industry and by generating millions of dollars in state and local sales taxes; and

WHEREAS, the week of April 7-13, 1997 will be commemorated by the outlet shopping industry as National Outlet Shopping Week, to be filled with special events, entertainment, and special sales; and

WHEREAS, for their part, the people at Tanger Outlet Center have joined in partnership with Mothers' Against Drunk Driving (MADD) to assist with the week of festivities; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE-HUNDREDTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, That we hereby honor the exemplary people of the Tanger Outlet Center for their laudable civic and public service as they commemorate National Outlet Shopping Week, and extend to them our best wishes for a great week and future success.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.